

# NORMAN SILVERMAN

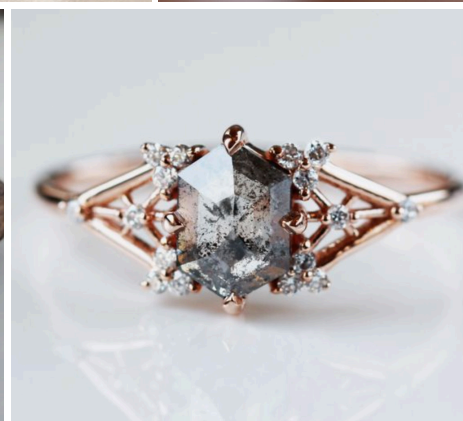
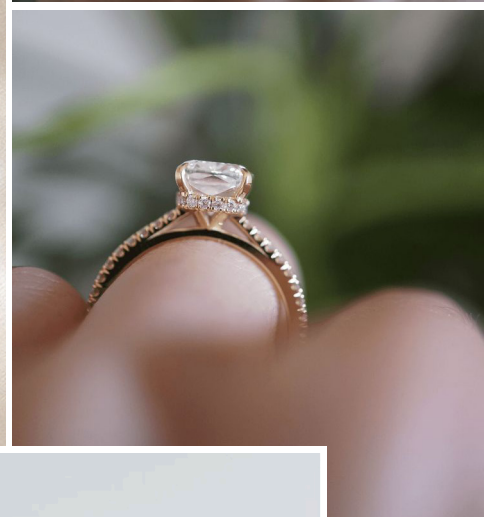


*Passion for exceptional jewelry*

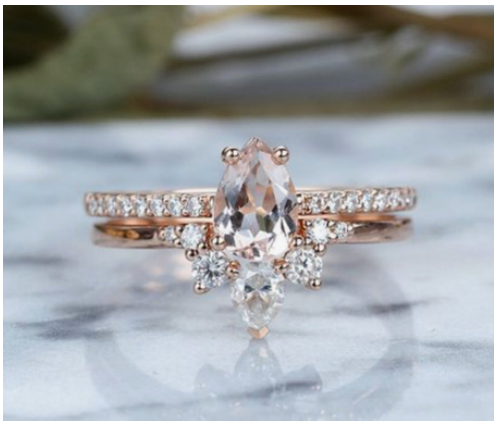
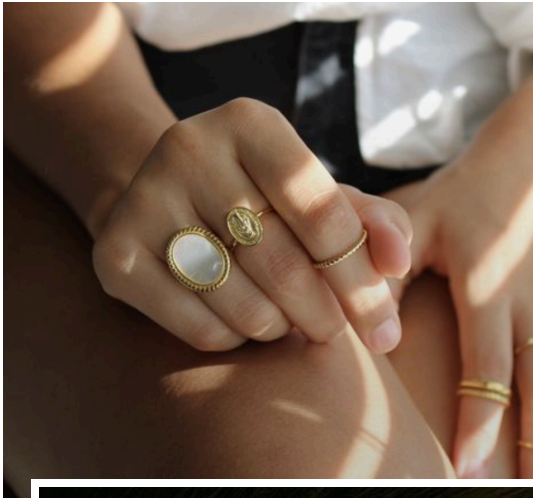
# INSTAGRAM 2021 SOCIAL EXPANSION

## JANUARY 1, 2020 - DECEMBER 17, 2020

- More engaging lifestyle
- Softer focus in background for more romantic feel
- Full or partial collection features product & lifestyle
- Shadow play & flower/leaf usage
- Ring videos being put onto fingers before showing off
- Expanding feed colors: naturals, greens, browns, mauve, light blue etc.



**INSTAGRAM 2021 SOCIAL EXPANSION**  
**JANUARY 1, 2020 - DECEMBER 17, 2020**



## INSTAGRAM 2021 SOCIAL EXPANSION - LIFESTYLE

- More engaging lifestyle - this includes staging photos with greater composition for engagement - i.e. staging a table with flowers, candles, coasters etc. in the background of the shot or a whole collection shown in the photo. This will help to connect more with viewers - they can picture themselves sitting at that desk with a Norman Silverman ring.



- Carousel lifestyle additional shots to include closer detail on each piece (example angles shown below), while keeping a more engaging front image like those shown above.



# INSTAGRAM 2021 SOCIAL EXPANSION - PRODUCT

- Carousel product shots that contain multiple styles, pieces or a full collection with detail shots per piece or as needed.



NORMAN  
SILVERMAN



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